

**PHILIP MORRIS U.S.A.**

**INTER-OFFICE CORRESPONDENCE**

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Tom Harvick  
FROM: Marina Foss van der Ploeg  
SUBJECT: ALPINE SWIFT COUPONS

DATE: July 12, 1988

New Alpine is continuing in test market indefinitely. Therefore, we are to continue to produce the current old style pack with the Swift coupons until further notice.

The current expiration date of January 31, 1989, which needs to be changed to January 31, 1991 before our next production run of August 1st.

Please have the suppliers strip-in matching type, they have done in the past, and send me a film for approval.

I am sorry for the rush and I appreciate your cooperation.



MFVDP:adr

cc: A. Goldfarb  
E. Gruoa  
L. Robinson  
M. Walchak

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